

Monthly Editions

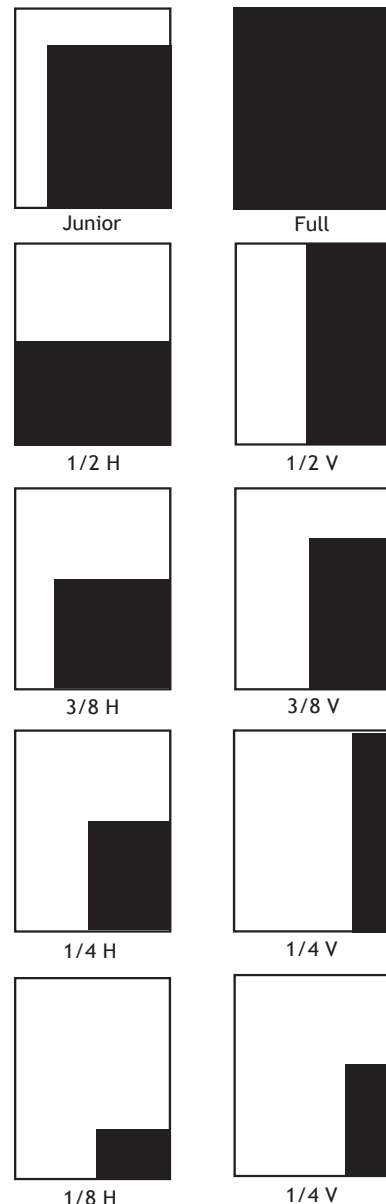
| AD SHAPE | SIZE |
|----------------|--------------|
| Full Page | 9.75 x 13.5 |
| Junior Page | 7.25 x 10.25 |
| 1/2 Horizontal | 9.75 x 6.625 |
| 1/2 Vertical | 4.75 x 13.5 |
| 3/8 Horizontal | 7.25 x 6.625 |
| 3/8 Vertical | 4.75 x 10.25 |
| 1/4 Horizontal | 4.75 x 6.625 |
| 1/4 Vertical | 2.25 x 13.5 |
| 1/8 Horizontal | 4.75 x 3.25 |
| 1/8 Vertical | 2.25 x 6.625 |

Menu Collection

| AD SHAPE | SIZE |
|----------------------|---------------|
| Restaurants | |
| Premium | 6.5 x 9.75 |
| Menu (2/3 V) | 4.292 x 10.25 |
| Gourmet Guide | |
| Full Page | 6.5 x 9.75 |
| 1/2 Horizontal | 6.5 x 4.812 |
| 1/3 Horizontal | 4.292 x 4.812 |

(All sizes are W x H and in inches)

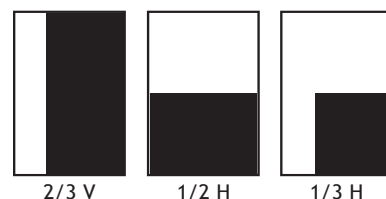
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Ads for the monthly edition are due by the 15th of the month.

- **FORMAT:** MAC OS X only • Adobe InDesign CS • Adobe Photoshop CS
We also accept files saved in TIFF, JPEG and PDF formats.
- **MEDIA:** CD, DVD, or e-mailed digital files.
- **INCLUDE:** On disk: • Ad layout • All graphics • Fonts • Printout of ad
Expect a 20% dot gain. Ads tend to print darker than they appear on proofs. You can compensate for this somewhat by setting the shadow dot at no more than 80%; the highlight dot at 5%.
PLEASE NOTE: Font sizes lower than 10pt are not recommended.
If ad copy is placed on a solid color, compensate for dot gain by adding a stroke around the letters or using a bold font.
- **RESOLUTION:** Line art/logos, etc: 600–1200 dpi • Photographs: no less than 300 dpi
- **COLOR:** Color ads must be submitted in a CMYK format.
- **ADDITIONALS:**
 - Ads must be exact size. **No changes** should be required.
 - As we are a regional magazine, please include your area code and city.
 - E-mail ad to _____@countryroadsmag.com

Menu Collection



Country Roads Magazine

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